…Pass/Ticket Sales at the 6th Annual Lavender Film Festival…

I. Opening night passes: # printed 350
Distributed/sold: 308
redeemed 151
Percentage redeemed: 49%

II. Full Festival Passes distributed/sold: 189
Half-Festival Passes distributed/sold: 8
4-Film Passes distributed/sold: 6
Individual tickets printed for use by the Inside/Out Group 110
#redeemed 42
Percentage redeemed: 38%

III. Fine Arts Center Pass Sales

Full Festival Passes……	2……	$ 150.00
Opening Night……..	17……	$ 425.00
Half-Festival Passes…..	9……	$ 450.00
4-Film Passes……	14……	$ 490.00
	Total:	$1515.00

Student discounted tickets sold…20..$ 140.00
Individual film tickets sold……288..$2880.00
FAC Grand total: $4535.00*

*this figure is BEFORE FAC subtracts fees (roughly 9% of total)

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In comparing 2004 overall SALES with 2005, we will probably be DOWN some 15%-16%. More individual ticket sales?? Fewer Festival passes sold at the outlets??

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Overall attendance (based on FAC estimates)...1492
2004 attendance (based on FAC estimates).....1385

Thanks to you all for your efforts.

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